



OFFICE OF THE DIRECTOR

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CONTACT: Wes Johnson
Director's Office
713-837-0002

Gary Norman
Director's Office
713-837-7425

City of Houston Bike Path Program Chooses a Logo *Winner chosen from art students' entries*

Houston, Texas – City of Houston Bicycle Pedestrian Coordinator Lilibeth Andre announced today that a new logo for the Houston Bikeway Program has been chosen from the submissions of graphic art students from the Art Institute of Houston. The new logo will appear on all education and communication literature developed by the City of Houston Bikeway Program.

Fourteen entries were judged and voted on by a panel of City of Houston personnel and representatives of the bicycling community. The winning design was submitted by Ron Bloomingkemper and featured a multi-colored line drawing of a bicycle rider with a city skyline in the background.

All participants received a letter of appreciation for participating in the competition. Mr. Bloomingkemper will also receive a certificate of achievement for his winning entry. All of the students will be including their designs in their portfolio of professional work as they apply for jobs in the graphic art industry.

Andre stated, "This competition allowed the students to design in a real world setting. They gained valuable experience in designing for a customer while the Bikeway Program received a professional, eye-catching logo. It was a win-win situation for everyone."

The new logo can be viewed at the City of Houston Bikeway Program website at www.houstonbikeways.org.

The City of Houston Bikeway Program currently has 207 miles of bikeways in use. Another 158 miles are either in the proposed or design stage. These bikeways are made up of bike trails, striped and signed bike lanes and signed bike routes that provide inner-city connections to residential areas, businesses and recreational facilities.

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